Disclosure to Participants

• Notice of Requirements For Successful Completion
  – Please refer to learning goals and objectives
  – Learners must attend the full activity and complete the evaluation in order to claim continuing education credit/hours
• Conflict of Interest (COI) and Financial Relationship Disclosures:
  – Jessie Shafer: Penton Media/New Hope Natural Media/Delicious Living magazine
• Non-Endorsement of Products:
  – Accredited status does not imply endorsement by AADE, ANCC, ACPE or CDR of any commercial products displayed in conjunction with this educational activity
• Off-Label Use:
  – Participants will be notified by speakers to any product used for a purpose other than for which it was approved by the Food and Drug Administration.

The Story: Jessie’s Journey

• Food editor to nutrition editor
• Enrolled in nutrition coursework
• Leave of absence to complete DI
• Credentials opened new opportunities
The Story: Changes in publishing

Change 1: Declining Print Sales

- Learn more about publishing
  - Print is not dead, it’s just different
  - Self publishing, e-readers
  - Marketing and distribution
- Build your team & ask questions
  - Mentors, experts, support
  - Be realistic, but don’t get discouraged

Change 2: Print to Digital

- Embrace it!
- Blog, blog, blog
- Website content & review
- Digital magazines
- E-newsletters
- Social media

Change 3: Social Media
I will definitely mention it. Great idea!
Jessie Shafer, 5/29/2015

Just so you know Melissa Joy Dobbins and I are doing a program - "Social Media: All Hands on Deck" on Saturday of AADE at 9:15 - 10:45am. People can come to learn more, get some hands on experience. If you can mention, great.
Hope Warshaw, 5/29/2015
Social Media: What to Do

• Embrace it!
• Twitter, Facebook, Instagram, LinkedIn, Pinterest, and more
• Interact, comment, share
• We need more trusted diabetes experts on social media

Change 4: Content Marketing

• Embrace it!
• Track down marketing/content teams
• Importance of accuracy and expertise
• Keep it short and simple
  – Tips and how-to content
  – Recipes
  – Value

Content Marketing: What to Do

The Story: Role of an editor

Editor priorities & challenges

• Keep readers engaged
  – What do readers care about?
  – What’s trendy and timely?
• Niche (not broad) audiences
• More mediums, smaller budgets
  – Less time editing, more time managing
  – Smaller teams, more freelancers

How to please an editor

• Be original
• Be an idea machine
• Include the “extras” (sources, contacts, title ideas, subheads, visual ideas)
• Don’t “overwrite” – get to the point, repeat
• Turn in your assignment on time
• Be kind and considerate of time
• Regular contact, but not too much
This is a huge and growing category for freelance writers - I think it pertains well to what CDE-writers can tap into
Jessie Shafer, 5/29/2015

I'm not quite sure what this is about. I'll leave it to you if you feel it fits in.
Hope Warshaw, 5/29/2015
Hope Warshaw
MMSc, RD, CDE, BC-ADM
Diabetes consultant
Diabetes educator
Author and freelance writer
Contributing editor
Alexandria, VA

The Story: Hope’s Journey

Diabetes Educator to Author/Writer
- 1st article DSM, 1985
- 1st book, Restaurant Companion, 1990
- Other books, 1996 – present, ADA
- Diabetes magazines, websites
- Diabetic Living, writer, 2009; contributing editor, 2013 - present
- The Washington Post, columnist, 2013 - present

Goals – The Writer’s Process
- Why write?
- Venues for diabetes educator writers
- Steps: from pitch to published
- Tips from colleagues
- Q & A

Why Should We Write?
- Expertise, experience in high demand
- Assure credible content from THE experts
- Increase awareness of us, AADE
- Enhance our/your professional credibility
- Build your resume of skills, talents
- Expand your reach, perspective
- If not us, who? (We’re the experts!)

Writing: Solo Work with BIG Reach
- ½ million readers, plus AADE, DCE members

Global Diabetes Epidemic
Venues for YOU
- Diabetes magazines, books (consumer, professional)
- Diabetes websites, blogs
- Social media (name/brand building)
- Hospitals and health systems
- Consumer health publications
- Association communications (AADE In Practice)
- Pharmacies, supermarkets, employers
- Local newspapers
- Others?

Writer’s Process: Pitch the Article
- You don’t know editor
  - Send e-mail, letter (snail mail)
  - Demonstrate familiarity with venue
  - Know recent articles covered
  - Don’t call, hound, or send finished story
- You know editor
  - Many writers have established relationships with editors
  - Learn editor’s pitch preferences
  - Be familiar with production calendar

Frame the article
- Develop your pitch
- Draft your outline
- Need quotes - who
- Get the assignment!

Sample Pitch: Diabetic Living, Fall 2015
Diabetes During Pregnancy: A Window of Opportunity: A significant and growing percentage of women have gestational diabetes (GDM). (Some women are now diagnosed with T2D when pregnant.) For most women their GDM reverses to normal, but GDM should be considered the yellow caution flag for T2D later in life. Roughly 50% of women who’ve had GDM will develop T2D. The article would cover: 1) what women who’ve had GDM need to know about GDM and their risk for future T2D, 2) what having GDM in one pregnancy means for the next pregnancies, 3) what actions to take to minimize risks for T2D.
Sources for expertise, quotes: (names, positions)

Secure Assignment
- Get contract/agreement
  - “Work for hire”
  - Ongoing relationship
- Obtain/document details
  - Length (word count)
  - Due date
  - Publication date
  - Payment ($), timing
  - Copyright/ownership

Get Paid or Not?
- Write for free?
  - Build portfolio/clippings
  - Carving niche, brand, business, blog
  - Generate experience
- Write for a fee?
  - Yes, ask!
  - Per word or article fee
  - WIDE range: experience, publication, length
Obtain, Use Quotes

- Need quotes?
- People LOVE to be quoted
- Quoting HCPs, topic experts
  - Explore, discover
  - Utilize colleagues
  - Contact ADE, AND for spokespeople
- Quoting PWD/caregivers, consumers
  - Your clients, people you know
  - Colleagues’ clients (beware HIPAA)
- Learn the how-tos, explore examples

Write, Review, Edit, Repeat, Until...

- Write it:
  - Follow your outline
  - Be research/evidence-based
  - Be succinct, clear
  - Use active voice, action words.
  - Make advice practical, achievable
- Review, Edit
  - Print and read
  - Get others to read
  - Put it aside awhile

Review, Approve Edited Copy

- Make sure you review
  - You’re the diabetes expert
- Pick your battles
  - Content and context, smoothing
- Review all words, graphics, call outs

It’s Published!

- Thank people quoted
- Brag about it
- “Socialize it”

Jill Weisenberger, MS, RDN, CDE

- Writes for: Diabetic Living, The DX (sanofi), Today’s Dietitian

Words of wisdom:
- Study the publication before pitching. Pitch the right person.
- Practice your craft. Take a class, hire a writing coach. Being a content expert isn’t enough to break into writing.
- Avoid broad topics. Be clear, specific. Ex. Instead of writing on BG monitoring in general, pitch a story about 5 reasons to measure glucose after meals.

Sheri Colberg, PhD, FACSM

- Writes for (web-based): DiabetesInControl.com, dLife.com, SheriColberg.com, DiabetesMotion.com

Words of wisdom:
- Think about questions you’re asked most often.
- Answer them.
- Write about what you know best. Carve out your niche in that area.
- Develop your website/blog. Provides a platform to share your knowledge and expertise.
Janis Roszler, MS, RD, CDE
- Writes for: Tha DX (sanofi), dLife.com
- Books: • Diabetes On Your OWN Terms (Da Capo Press)
  • Sex & Diabetes (ADA)
- Words of wisdom:
  - Use active, not passive language to grab the reader, communications more powerfully. Ex: do it vs. doing it, did it. Passive language is more appropriate for medical publications.
  - Consumers need to hear your voice! Don’t give up! If one consumer outlet shows no interest, reach out to another.

Tami Ross, RD, CDE
- Books: • What Do I Eat Now?, Diabetes Meals on $7 a Day or Less (ADA)
- Words of wisdom:
  - New to writing? Build portfolio with volunteer opportunities or start a blog. Refine your writing skills, glean knowledge about the processes, learn best practices.
  - I launched into writing over 20 years ago by writing articles for a work newsletter. Then offered to author articles for DCE, eventually to DCE’s Newsflash editor. For me, a brand 3 books.
  - Search out and make connections: At meetings, online, joining an author/writing group, seek out a seasoned mentor for guidance and support.

JUST
DO IT!

ANY
questions?